

Message Text

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ACTION COME-00

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FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC 4646

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL MADRAS

AMEMBASSY NEW DELHI

UNCLAS ISLAMABAD 4458

E.O. 11652 N/A

TAGS: BEXP, PK

SUB: MARKET RESEARCH IDENTIFICATION

REF: STATE 078712

1. SUMMARY. PRODUCT AREA WHICH WE BELIEVE ARE MOST PROMISING FOR ADDITIONAL MARKET RESEARCH STUDIES ARE AGRICULTURAL EQUIPMENT AND MACHINERY, INDUSTRIAL AIR CONDITIONERS AND REFRIGERATION, RICE MILLING MANUFACTURING AND POLISHING MACHINERY, TELECOMMUNICATIONS AND BROADCASTING EQUIPMENT, OFFICE MACHINERY AND EQUIPMENT, PRINTING AND GRAPHIC ARTS MACHINERY, AND HOTEL EQUIPMENT. END SUMMARY.

2. FOLLOWING IS LIST FOR PAKISTAN OF PRODUCT AREAS WE FEEL MOST PROMISING FOR ADDITIONAL MARKET RESEARCH STUDIES. THIS REPLY HAS BEEN COORDINATED WITH KARACHI AND LAHORE.

3. AGRICULTURAL MACHINERY AND EQUIPMENT INCLUDING POULTRY AND DAIRY FARM EQUIPMENT AND FEEDS.

JUSTIFICATION: AGRICULTURAL SECTOR IS OF PRIME IMPORTANCE TO
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PAKISTAN'S ECONOMY AND HAS HIGH PRIORITY IN PLANS OF PRESENT REGIME.

IN PUNJAB INCREASING INTEREST IN POULTRY AND DAIRY FARMING IS ANTICIPATED, LAHORE CONGEN BELIEVES THERE IS CONSIDERABLE SCOPE FOR DIRECT SALES AND/OR JOINT VENTURES FOR MANUFACTURING EQUIPMENT AND FEED IN PAKISTAN AND FOR JOINT VENTURES IN FARMS THEMSELVES.

4. INDUSTRIAL AIR CONDITIONERS AND REFRIGERATION.

JUSTIFICATION: THERE IS A STRONG DEMAND FROM LARGE COMMERCIAL AND INDUSTRIAL ORGANIZATIONS, GOVERNMENT DEPARTMENTS, HOTELS AND RESTAURANTS. ATMOSPHERIC CONTROL EQUIPMENT IS NEEDED BY TEXTILE INDUSTRY. FY 1973 IMPORTS APPROXIMATELY DOLS3.0 MILLION. U.S. HAS BEEN ONE OF THE MAJOR SUPPLIERS IN THE PAST, AND U.S. EQUIPMENT ENJOYS HIGH CONSUMER PREFERENCE.

5. RICE MILLING MANUFACTURING AND POLISHING MACHINERY AND EQUIPMENT.

JUSTIFICATION: GOP'S PRESENT EMPHASIS ON INCREASING AGRICULTURAL PRODUCTION INCLUDES EXPANSION OF RICE PRODUCTION AND EXPORTS, WHICH WILL REQUIRE NEW MILLS. IN ADDITION USE OF OBSOLETE MACHINERY BY MILLS NOW IN OPERATION RESULTS IN EXTENSIVE RICE BREAKAGE. HENCE MILLS WITH OLD EQUIPMENT WILL REQUIRE NEW MACHINERY.

6. TELECOMMUNICATIONS AND BROADCASTING EQUIPMENT.

JUSTIFICATION: A GR-
RERESEEN COAST GUARD AND POLICE WHICH ARE
EXPANDING ANTI-SMUGGLING ACTIVITIES AND SEEKING NEW COMMUNICATIONS EQUIPMENT. DIRECTORATE OF TELEPHONES AND TELEGRAPHS ALSO REQUIRES NEW EQUIPMENT. RADIO PAKISTAN PLANS A 1,000 KILOWATT MEDIUM WAVE TRANSMITTER AT ISLAMABAD, ANOTHER 100 KILOWATT SHORTWAVE TRANSMITTER AT ISLAMABAD AND A 300 KILOWATT MEDIUM WAVE TRANSMITTER AT PESHAWAR. ALSO NEW PILOT PROJECT INVOLVES TEN LOW-POWER "VILLAGE" TRANSMITTERS TO BE SET UP WITH 10-MILE RANGE TO BROADCAST PROGRAMS DEVOTED TO VILLAGE LIFE. SOME OF PURCHASES FOR BROADCASTING EQUIPMENT WILL PROBABLY BE TIED UNDER CURRENTLY AVAILABLE CREDITS TO PROCUREMENT IN JAPAN AND USSR, HOWEVER.

7. OFFICE MACHINERY AND EQUIPMENT INCLUDING TYPEWRITERS, ELECTRONIC MACHINERY, PHOTO COPIERS, MINICOMPUTERS.

JUSTIFICATION: GOP ACCOUNTS OFFICES HAVE RECENTLY BEEN ATTEMPTING TO MODERNIZE AND RATIONALIZE BUSINESS METHODS INCLUDING OFFICE MACHINERY. INCREASING NUMBER OF PUBLIC SECTOR COMPANIES WILL NO
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DOUBT RESULT IN GREATER DEMAND FOR MODERN OFFICE MACHINERY.

8. PRINTING AND GRAPHIC ARTS MACHINERY.

JUSTIFICATION: THE MACHINERY NOW USED IN PRINTING ESTABLISHMENTS IN PAKISTAN AT PRESENT IS OLD AND OUTDATED. MOST PRINTERS IN PAKISTAN ARE EAGER TO MODERNIZE AND HAVE SHOWN RECEPTIVITY TO U.S. EQUIPMENT WHICH ENJOYS HIGH REPUTATION. PRINTINGS AND GRAPHIC ARTS INDUSTRY IS IN DEVELOPING STAGE AND THERE APPEARS TO BE A SUBSTAN-

TIAL MARKET FOR PRINTING AND GRAPHIC ART MACHINERY.

9. HOTEL EQUIPMENT.

JUSTIFICATION: PAKISTAN SEEMS TO BE EMBARKED ON PROGRAM OF BUILDING HOTELS SUITABLE FOR FOREIGN TOURISTS. WE BELIEVE THERE MAY BE ENOUGH HOTELS SCHEDULED FOR FUTURE TO CREATE GOOD MARKET FOR COMMERCIAL COOKING EQUIPMENT, OVENS, DISH WASHERS, LAUNDRY MACHINES, BEAUTY SALON EQUIPMENT AND OTHER ITEMS. IMPORTANT QUESTION HERE IS EXTENT TO WHICH PAK PURCHASES OF HOTEL EQUIPMENT ARE TIED TO COUNTRIES OTHER THAN U.S WE UNDERSTAND THAT IN TWO CASES IN KARACHI PURCHASERS WERE OBLIGED TO BUY IN AUSTRALIA IN ORDER TO UTILIZE TIED CREDITS.
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